

MOBILITY INTEGRATION

The Challenge

Chongqing, China, is challenged by drastic geographical changes and extreme congestion, requiring multiple modes of transportation that struggle to move people into, out of and through the city quickly and efficiently.

Ford asked app developers to come up with a way to make commuting easier by connecting multiple transportation options on a single trip.



Grand Prize Winner

MULTIMODAL TRANSPORTATION PLATFORM

MultiModal Transportation Platform is an app that combines city-based mass-transit options, including buses and trains, with localized transportation, including bicycle rentals and rickshaws, to get people where they want to go while saving fuel and reducing congestion. The app finds high-traffic areas and alternative routes; nearby transportation options with maps; and provides contact information for services, pricing, line changes for buses, subways, railways and more.

MultiModal Transportation Platform

Here is your route suggestion.

Destination: 1 Aoti Rd, Julongpo, Chongqing China

Speed: You requested modes of transportation that avoid the traffic on a

Disposition: You requested modes of transportation that are easy and c

Here is your MultiModal Travel Recommendations:

1 Aoyuan Rickshaw Service (5.05 K) To Get To The Closest Metro Sta
Here is contact information for this mode of transportation: Let our Rick
2123



2 Then this is your closest Metro Station: Yuanjiangang Station (3.07 K)
You will be getting on the 2 Line.

MORE INFORMATION ► <http://mobilityintegration.challengepost.com/>



FORD **SMART MOBILITY**